PM-USA 1992 PRELIMINARY FORECAST

25-Nov-91

		1991 FORECAST	1992 PRELIMINARY FORECAST	1992 LESS 1991	1992 FCST VS. 1991 FORECAST	1991 SHARE	1992 SHARE	DIFF
0012	Marlboro Box	32,611	30,624	(1,987)	-6.1%	6.42	6.18	-0.24
082	Marlboro Box 83mm(test)	95	88	(7)	-7.4%	0.02	0.02	0.00
0290	Marlboro Soft Pack 20s	23,517	21,000	(2,517)	-10.7%	4.63	4.24	-0.39
3291	Marlboro Soft Pack 25s	1,154	1,000	(154)	-13.3%	0.23	0.20	-0.03
	Total Red	57,377	52,712	(4,665)	-8.1%	11.30	10.64	-0.66
0530	Marlboro 100's Box	5,743	5,426	(318)	-5.5%	1.13	1.10	-0.03
0480	Marlboro 100's Soft	6,777	5,999	(779)	-11.5%	1.33	1.21	-0.12
	Total 100's	12,520	11,424	(1,096)	-8.8%	2.47	2.31	-0.16
	Marlboro Medium 85's Box	3,587	6,015	2,448	68.6%	0.70	1.21	0.51
	Marlboro Medium 85's Soft	2,641	4,364	1,723	65.2%	0.52	0.88	0.36
	Total Medium 85's	6,208	10,379	4,171	67.2%	1.22	2.10	0.88
	Marlboro Medium 100's Box	0	1,069	1,069	NA	NA	0.22	0.22
	Marlboro Medium 100's Soft	0	784	784	NA	NA	0.16	0.16
	Total Medium 100's	0	1,853	1,853	NA	NA	0.38	0.38
	Total Medium	6,208	12,232	6,024	97.0%	1.22	2.47	1.25
0690	Marlboro Lts. 85's Box	19,900	20,542	642	3.2%	3.92	4.15	0.23
0660	Marlboro Lts. 85's S.P. 20s	19,070	17,676	(1,394)	-7.3%	3.75	3.57	-0.18
3660	Marlboro Lts. 85's S.P. 25s	620	520	(100)	-16.1%	0.12	0.10	-0.02
	Total Marlboro Lts. 85's	39,590	38,738	(852)	-2.2%	7.79	7.82	0.03
0190	Marlboro Lts. 100's Box	5,840	5,841	1	0.0%	1.15	1.18	0.03
0180	Marlboro Lts. 100's S.P.	8,376	7,300	(1,076)	-12.8%	1.65	1.47	-0.18
	Total Marlboro Lts. 100's	14,216	13,141	(1,075)	-7.6%	2.80	2.65	-0.15
	Total Marlboro Lts.	53,806	51,879	(1,927)	-3.6%	10.59	10.47	-0.12
0210	Marlboro Menthol 85's SP	1,075	988	(87)	-8.1%	0.21	0.20	-0.01
1270	Marlboro Menthol 85's Box	180	178	(2)	-1.1%	0.04	0.04	0.00
1590	Marlboro Lts. 85's Menthol	710	707	(3)	-0.4%	0.14	0.14	0.00
1560	Marlboro Lts. 100's Menthol	485	467	(18)	-3.7%	0.10	0.09	-0.01
	Total Marlboro Menthol	2,450	2,340	(110)	-4.5%	0.48	0.47	-0.01
	Marlboro Ultra Lts. 85's Reg.	263	239	(24)	-9.1%	0.05	0.05	0.00
	Marlboro Ultra Lts. 100's Reg.	178	150	(28)	-15.7%	0.04	0.03	-0.01
	Total Ultra Lts.	441	389	(52)	-11.8%	0.09	0.08	-0.01
	Total Non-Menthol	130,352	128,636	(1,716)	-1.3%	25.66	25.97	0.31
	Total Marlboro	132,802	130,976	(1,826)	-1.4%	26.15	26.44	0.29
0410	B&H 100's Gold Box	504	459	(45)	-8.9%	0.10	0.09	-0.01
0400	B&H 100's Gold S.P.	2,648	2,135	(513)	-19.4%	0.52	0.43	-0.09
	Total Gold	3,152	2,594	(558)	-17.7%	0.62	0.52	-0.10
0420	B&H 100's Green Box	357	350	(7)	-2.0%	0.07	0.07	0.00
0431	B&H 100's Green S.P.	3,290	2,790	(500)	-15.2%	0.65	0.56	-0.09
	Total Green	3,647	3,140	(507)	-13.9%	0.72	0.63	-0.09
	Total Gold & Green	6,799	5,734	(1,065)	-15.7%	1.34	1.16	-0.18
0510	B&H 100's Lights Regular	1,898	1,550	(348)	-18.3%	0.37	0.31	-0.06
0520	B&H 100's Lights Menthol	1,836	1,525	(311)	-16.9%	0.36	0.31	-0.05
	Total B&H Lights	3,734	3,075	(659)	-17.6%	0.74	0.62	-0.12
0900	B&H 100's Lights Box Regular	249	220	(29)	-11.6%	0.05	0.04	-0.01
0910	B&H 100's Lights Box Menthol	242	217	(25)	-10.3%	0.05	0.04	-0.01
	Total B&H Lights Box	491	437	(54)	-11.0%	0.10	0.09	-0.01
1100	B&H Ultra Lts. Regular	2,695	2,390	(305)	-11.3%	0.53	0.48	-0.05
1110	B&H Ultra Lts. Menthol	2,009	1,750	(259)	-12.9%	0.40	0.35	-0.05
	Total B&H Ultra Lts.	4,704	4,140	(564)	-12.0%	0.93	0.84	-0.09
	B&H Kings FF Regular	0	308	308	NA	NA	0.06	0.06
	B&H Kings FF Menthol	0	616	616	NA	NA	0.12	0.12
	B&H Kings Lights Regular	0	385	385	NA	NA	0.08	0.08
	B&H Kings Lights Menthol	0	231	231	NA	NA	0.05	0.05
	Total B&H Kings	0	1,539	1,539	NA	NA	0.31	0.31
	Total B&H	15,728	14,925	(803)	-5.1%	3.10	3.01	-0.09

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PM-USA 1992 PRELIMINARY FORECAST

25-Nov-91

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1200	Merit 85's Regular Box	1,133	967	(166)	-14.7%	0.22	0.20	-0.02
0710	Merit 85's Regular S.P.	3,257	2,470	(787)	-24.2%	0.64	0.50	-0.14
0720	Merit 85's Menthol S.P.	523	420	(103)	-19.7%	0.10	0.08	-0.02
	Total Merit 85's	4,913	3,857	(1,056)	-21.5%	0.97	0.78	-0.19
0760	Merit 100's Regular	2,551	1,900	(651)	-25.5%	0.50	0.38	-0.12
0770	Merit 100's Menthol	451	300	(151)	-33.5%	0.09	0.06	-0.03
	Total Merit 100's	3,002	2,200	(802)	-26.7%	0.59	0.44	-0.15
1800	Merit Ultra Lts. 85's Reg Box	915	865	(50)	-5.5%	0.18	0.17	-0.01
1010	Merit Ultra Lts. 85's Reg.	2,767	2,330	(437)	-15.8%	0.54	0.47	-0.07
1020	Merit Ultra Lts. 85's Men.	644	580	(64)	-9.9%	0.13	0.12	-0.01
	Total Merit Ultra Lts. 85's	4,326	3,775	(551)	-12.7%	0.85	0.76	-0.09
1830	Merit Ultra Lts. 100's Reg Box	490	432	(58)	-11.8%	0.10	0.09	-0.01
1030	Merit Ultra Lts. 100's Reg.	2,112	1,596	(516)	-24.4%	0.42	0.32	-0.10
1040	Merit Ultra Lts. 100's Men.	535	395	(140)	-26.2%	0.11	0.08	-0.03
	Total Merit Ultra Lts. 100's	3,137	2,423	(714)	-22.8%	0.62	0.49	-0.13
	Total Merit Ultra Lights	7,463	6,198	(1,265)	-17.0%	1.47	1.25	-0.22
	Merit Ultima 85's S.P.	54	608	554	100.0%	0.01	0.12	0.11
	Merit Ultima 85's Box	54	608	554	100.0%	0.01	0.12	0.11
	Total Merit Ultima 85's	108	1,217	1,109	100.0%	0.02	0.25	0.23
	Merit Ultima 100's S.P.	81	913	832	100.0%	0.02	0.18	0.16
	Merit Ultima 100's Box	81	913	832	100.0%	0.02	0.18	0.16
	Total Merit Ultima 100's	162	1,825	1,663	100.0%	0.03	0.37	0.34
	Total Merit Ultima	270	3,042	2,772	100.0%	0.05	0.61	0.56
	Total Merit	15,648	15,297	(351)	-2.2%	3.08	3.09	0.01
0601	Virginia Slims Regular	2,147	1,890	(257)	-12.0%	0.42	0.38	-0.04
0631	Virginia Slims Menthol	1,850	1,663	(187)	-10.1%	0.36	0.34	-0.02
	Total Slims Parent	3,997	3,553	(444)	-11.1%	0.79	0.72	-0.07
0640	Virginia Slims Lights Reg.	1,887	1,640	(247)	-13.1%	0.37	0.33	-0.04
0650	Virginia Slims Lights Men.	2,146	1,840	(306)	-14.3%	0.42	0.37	-0.05
	Total Virginia Slims Lts.	4,033	3,480	(553)	-13.7%	0.79	0.70	-0.09
1600	Virginia Slims Ultra Lts Reg.	1,379	1,285	(94)	-6.8%	0.27	0.26	-0.01
1630	Virginia Slims Ultra Lts Men.	1,090	975	(115)	-10.6%	0.21	0.20	-0.01
	Total V.S. Ultra Lights	2,469	2,260	(209)	-8.5%	0.49	0.46	-0.03
1610	Virginia Slims Lts. 120 Reg.	1,550	1,410	(140)	-9.0%	0.31	0.28	-0.03
1620	Virginia Slims Lts. 120 Men.	1,095	990	(105)	-9.6%	0.22	0.20	-0.02
	Total Virginia Slims 120	2,645	2,400	(245)	-9.3%	0.52	0.48	-0.04
2100	Virginia Slims Super Slims Regular	401	340	(61)	-15.2%	0.08	0.07	-0.01
2110	Virginia Slims Super Slims Menthol	520	445	(75)	-14.4%	0.10	0.09	-0.01
	Total Virginia Slims Super Slims	921	785	(136)	-14.8%	0.18	0.16	-0.02
	Total Virginia Slims	14,065	12,478	(1,587)	-11.3%	2.77	2.52	-0.25
0050	Parliament Lights Box	1,630	1,592	(38)	-2.3%	0.32	0.32	0.00
0040	Parliament Lights S.P.	718	652	(66)	-9.2%	0.14	0.13	-0.01
	Total Parl.Lts. 80/85's	2,348	2,244	(104)	-4.4%	0.46	0.45	-0.01
0500	Parliament Lights 100's	1,511	1,361	(150)	-9.9%	0.30	0.27	-0.03
	Total Parliament	3,859	3,605	(254)	-6.6%	0.76	0.73	-0.03
1160	Players 85's Regular	77	52	(25)	-32.5%	0.02	0.01	-0.01
1180	Players 85's Menthol	48	33	(15)	-31.3%	0.01	0.01	0.00
	Total Players 85's	125	85	(40)	-32.0%	0.02	0.02	0.00
1170	Players 100's Regular	63	40	(23)	-37.0%	0.01	0.01	0.00
1190	Players 100's Menthol	38	25	(13)	-35.0%	0.01	0.01	0.00
	Total Players 100's	102	65	(37)	-36.2%	0.02	0.01	-0.01
	Total Players Black	227	150	(77)	-33.9%	0.04	0.03	-0.01

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PM-USA 1992 PRELIMINARY FORECAST

25-Nov-91

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4160	Players 25's Kings Reg.	63	63	0	0.0%	0.01	0.01	0.00
4180	Players 25's Kings Men.	31	21	(10)	-32.3%	0.01	0.00	-0.01
	Total Players 25's Kings	94	84	(10)	-10.6%	0.02	0.02	0.00
4170	Players 25's 100's Reg.	232	189	(43)	-18.5%	0.05	0.04	-0.01
4190	Players 25's 100's Men.	137	110	(27)	-19.7%	0.03	0.02	-0.01
	Total Players 25's 100's	369	299	(70)	-19.0%	0.07	0.06	-0.01
	Total Players 25's	463	383	(80)	-17.3%	0.09	0.08	-0.01
0080	Saratoga Regular	550	416	(134)	-24.4%	0.11	0.08	-0.03
0130	Saratoga Menthol	255	180	(75)	-29.4%	0.05	0.04	-0.01
	Total Saratoga	805	596	(209)	-26.0%	0.16	0.12	-0.04
0860	Cambridge Full Flavor 85's	1,700	1,700	0	0.0%	0.33	0.34	0.01
0880	Cambridge Full Flavor 100's	2,094	2,094	0	0.0%	0.41	0.42	0.01
	Total Cambridge Full Flavor	3,794	3,794	0	0.0%	0.75	0.77	0.02
1420	Cambridge Lights 85's Reg.	2,117	2,125	8	0.4%	0.42	0.43	0.01
1430	Cambridge Lights 85's Men.	712	712	0	0.0%	0.14	0.14	0.00
	Total Cambridge Lights 85's	2,829	2,837	8	0.3%	0.56	0.57	0.01
1440	Cambridge Lights 100's Reg.	3,007	3,007	0	0.0%	0.59	0.61	0.02
1450	Cambridge Lights 100's Men.	1,659	1,659	0	0.0%	0.33	0.33	0.00
	Total Cambridge Lights 100's	4,666	4,666	0	0.0%	0.92	0.94	0.02
995	Cambridge Ultra Lights 85'S	0	0	0	NA	NA	0.00	0.00
0370	Cambridge Ultra Lights 100's	2,153	2,153	0	0.0%	0.42	0.43	0.01
	Total Cambridge Ultras	2,153	2,153	0	0.0%	0.42	0.43	0.01
	Cambridge Lowest 85's	306	525	219	71.6%	0.06	0.11	0.05
	Cambridge Lowest 100's	417	725	308	73.9%	0.08	0.15	0.07
	Total Cambridge Lowest	723	1,250	527	72.9%	0.14	0.25	0.11
	Total Cambridge	14,165	14,700	535	3.8%	2.79	2.97	0.18
234	Bristol NF 85's Reg.	464	483	19	4.1%	0.09	0.10	0.01
232	Bristol Full Flavor 85's Reg.	1,201	1,264	63	5.2%	0.24	0.26	0.02
233	Bristol Full Flavor 100's Reg.	1,381	1,475	94	6.8%	0.27	0.30	0.03
	TOTAL Full Flavor	3,047	3,222	175	5.7%	0.60	0.65	0.05
222	Bristol Lights 85's Reg.	1,199	1,410	211	17.6%	0.24	0.28	0.04
223	Bristol Lights 85's Men.	498	582	84	16.9%	0.10	0.12	0.02
	TOTAL Lights 85's	1,697	1,992	295	17.4%	0.33	0.40	0.07
224	Bristol Lights 100's Reg.	1,512	1,767	255	16.9%	0.30	0.36	0.06
225	Bristol Lights 100's Men.	935	1,107	172	18.4%	0.18	0.22	0.04
	TOTAL LIGHTS 100's	2,447	2,874	427	17.4%	0.48	0.58	0.10
	TOTAL Lights	4,144	4,866	722	17.4%	0.82	0.98	0.16
235	Bristol Ultra Lights 100's Reg.	850	853	3	0.4%	0.17	0.17	0.00
	Bristol Lowest 85's	167	527	360	100.0%	0.03	0.11	0.08
	Bristol Lowest 100's	191	323	132	69.1%	0.04	0.07	0.03
	TOTAL Lowest	358	850	492	100.0%	0.07	0.17	0.10
	TOTAL BRISTOL	8,399	9,791	1,392	16.6%	1.65	1.98	0.33
700	Cartier Regular(10's)	0.60	0.60	0	0.0%	0.00	0.00	0.00
701	Cartier Menthol(10's)	0.30	0.30	0	0.0%	0.00	0.00	0.00
702	Cartier Regular(20's)	1.10	1.10	0	0.0%	0.00	0.00	0.00
703	Cartier Menthol(20's)	1.00	1.00	0	0.0%	0.00	0.00	0.00
	TOTAL CARTIER	3.00	3.00	0	0.0%	0.00	0.00	0.00
122	Bucks Kings	1,268	712	(556)	-43.8%	0.25	0.14	-0.11
126	Bucks Lights Kings	953	538	(416)	-43.6%	0.19	0.11	-0.08
	TOTAL BUCKS	2,221	1,250	(971)	-43.7%	0.44	0.25	-0.19
0390	Multifilter Non-Menthol	131	100	(31)	-23.7%	0.03	0.02	-0.01
0100	Commander Regular	67	48	(19)	-28.4%	0.01	0.01	0.00
0090	Commander King	217	152	(65)	-30.0%	0.04	0.03	-0.01
	Total Commander	284	200	(84)	-29.6%	0.06	0.04	-0.02
	Famous Value Brands(See Packing Detail)	9,139	14,532	5,393	59.0%	1.80	2.93	1.13

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PM-USA 1992 PRELIMINARY FORECAST

25-Nov-91

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0920	Alpine 85's Full Flavor	575	575	0	0.0%	0.11	0.12	0.01
0930	Alpine 100's Full Flavor	714	708	(6)	-0.8%	0.14	0.14	0.00
	Total Alpine Full Flavor	1,289	1,283	(6)	-0.5%	0.25	0.26	0.01
0940	Alpine 85's Lights	619	613	(6)	-1.0%	0.12	0.12	0.00
0950	Alpine 100's Lights	973	973	0	0.0%	0.19	0.20	0.01
	Total Alpine Lights	1,592	1,586	(6)	-0.4%	0.31	0.32	0.01
1660	Alpine 85's Full Flavor Box	39	38	(1)	-2.6%	0.01	0.01	0.00
1680	Alpine 85's Lights Box	43	42	(1)	-2.3%	0.01	0.01	0.00
	Total Alpine Box	82	80	(2)	-2.4%	0.02	0.02	0.00
	Total Alpine	2,963	2,949	(14)	-0.5%	0.58	0.60	0.02
0070	B&H Deluxe King Size	27	20	(7)	-25.9%	0.01	0.00	-0.01
0380	English Ovals	6	5	(1)	-22.5%	0.00	0.00	0.00
0020	All Others	54	30	(25)	-45.1%	0.01	0.01	0.00
	TOTAL FULL MARGIN	183,640	178,385	(5,255)	-2.9%	36.16	36.02	-0.14
	TOTAL PRICE VALUE	37,350	43,605	6,255	16.7%	7.35	8.80	1.45
	TOTAL PM-USA	220,990	221,990	1,000	0.5%	43.51	44.82	1.31

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